Duvet Business

Who we are

John Doe

Co-Founder
MBA, BFA
[claim to fame]

Jane Doe

Co-Founder
MBA, BFA
[claim to fame]

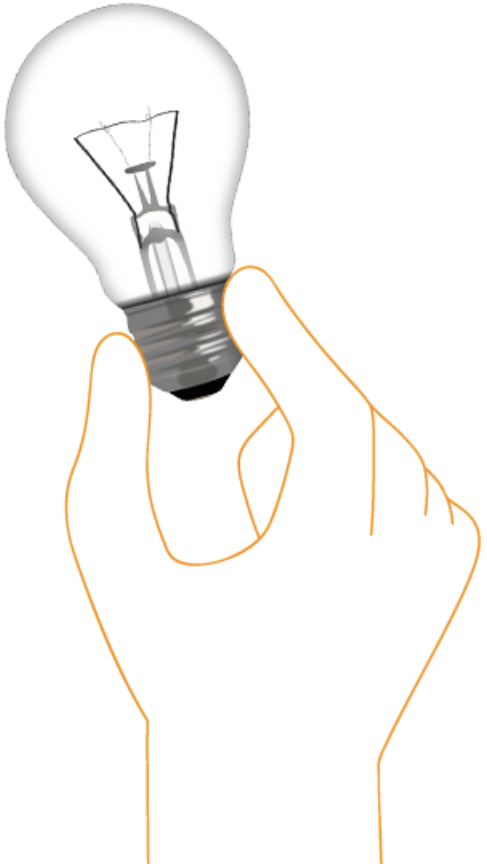
Duvet Business **is a global provider of customized designs for your bedding needs**

We believe we are creating a unique product that allows you to

tune your room to your personality

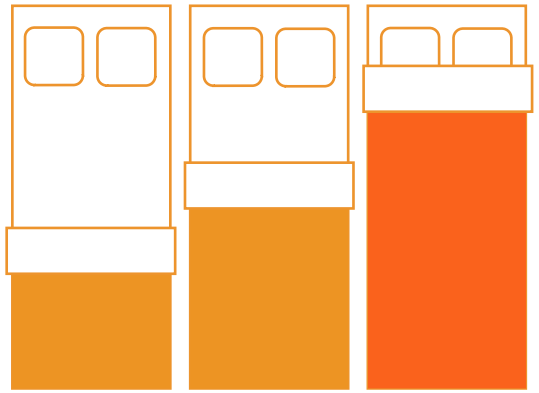
Our Mission

Transforming the intangible to **tangible**

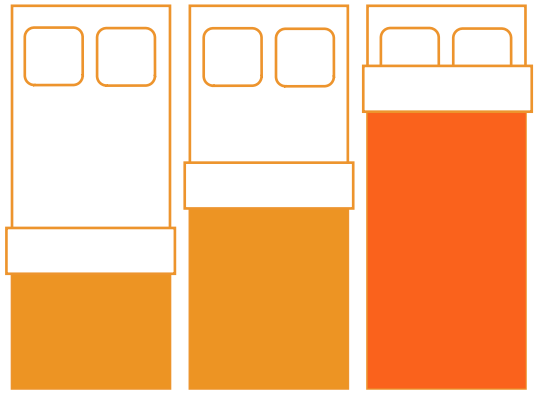


Market trends are in our favor

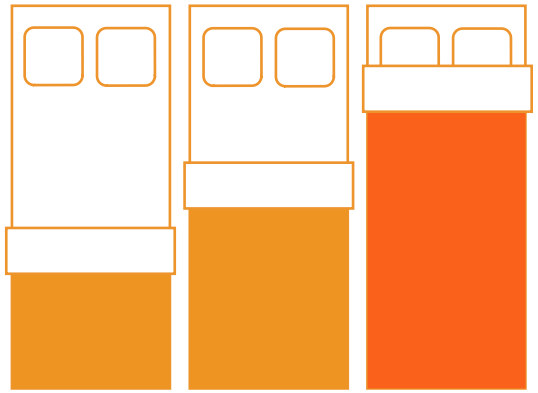
Health Consciousness



Personal Expression

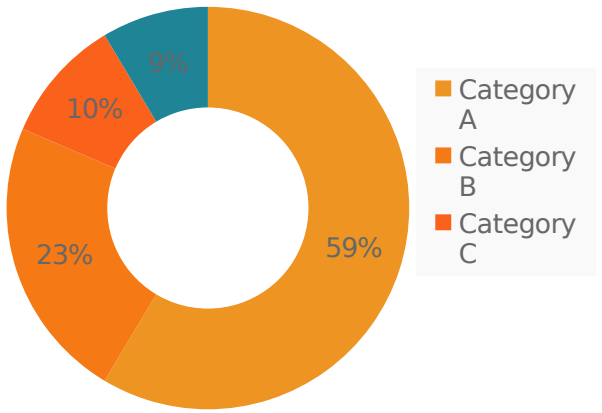


Small Luxuries

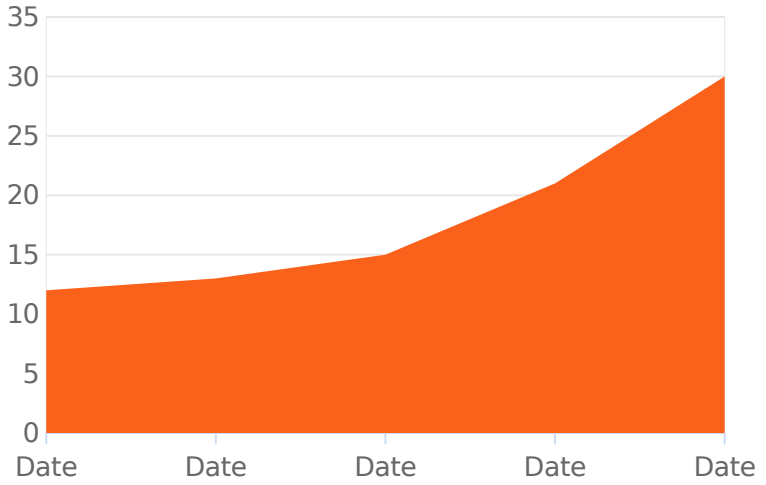


Our results: rapid adoption, growth and profitability

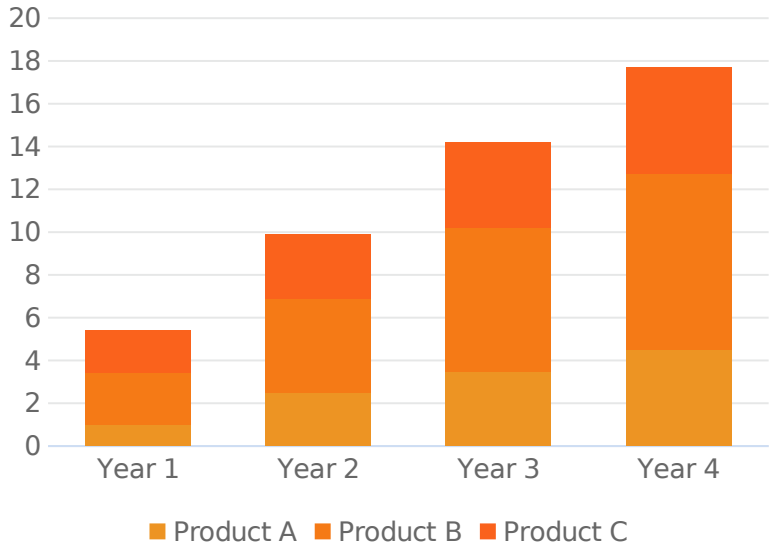
Repeat Order Rate



Active Customers



Annual Revenue



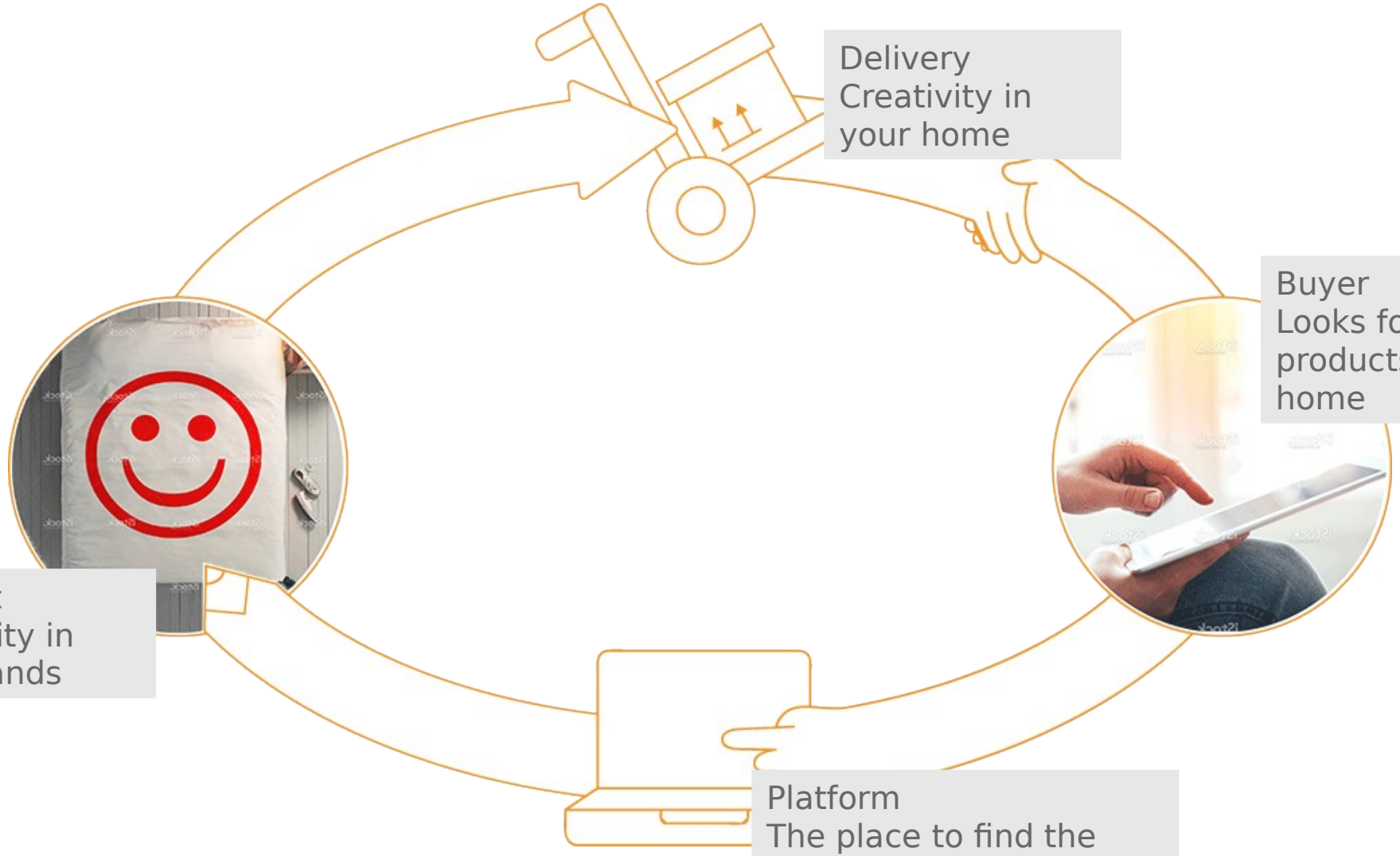
Financial analysis from http://www.corporatefinanceinstitute.com

“When I go to sleep each night I feel truly at peace, all wrapped up in a duvet that I designed.”

- Loyal Customer

Our Business

Our business model is unique



Delivery
Creativity in your home

Buyer
Looks for unique products for their home

Platform
The place to find the comfort of your dreams

Product
Creativity in their hands

Images from istockphoto.com

Our customers are clearly defined

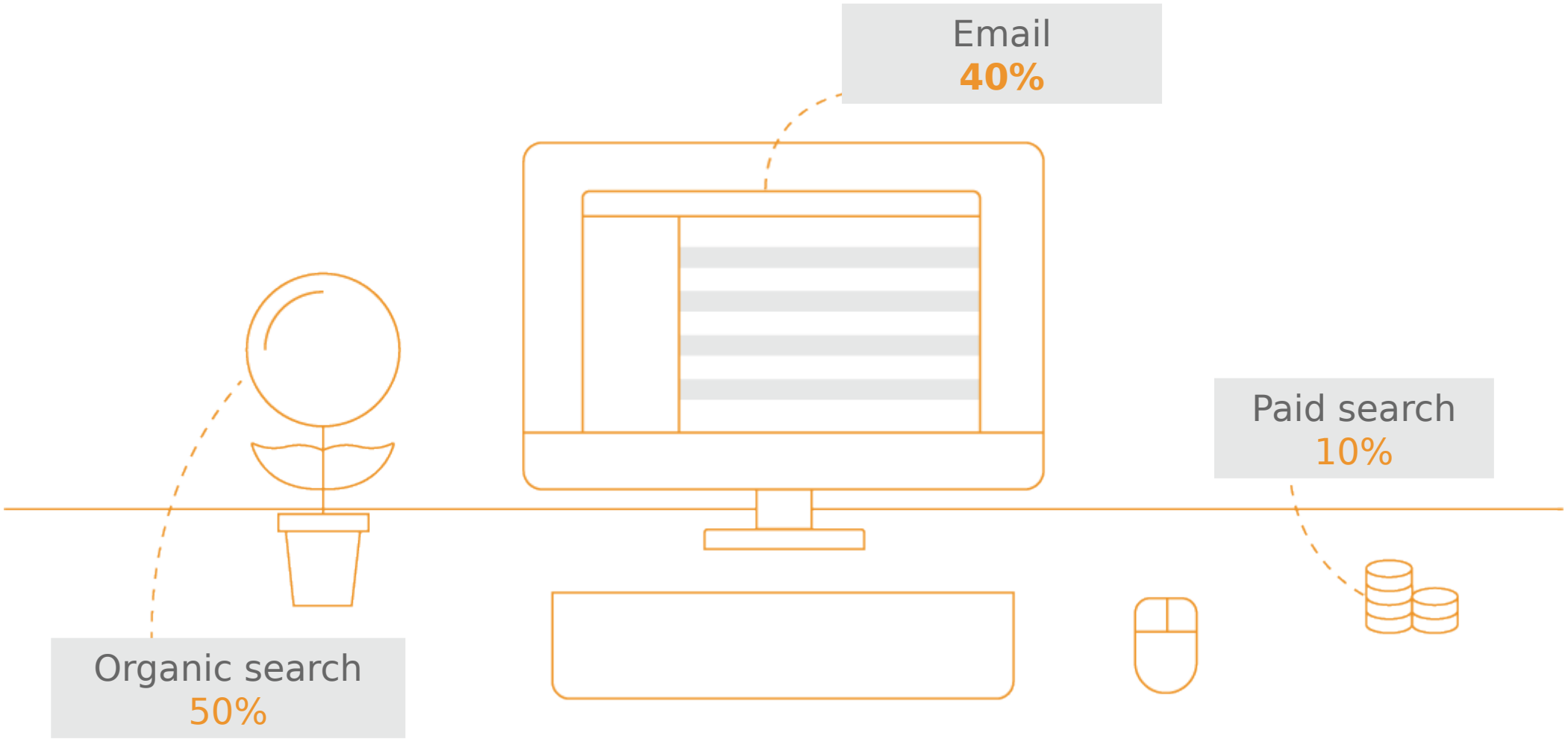
Young adults with good taste
Finally able to pay their own rent, the young adult will want to customize everything!

Avg. Age	29	27	35
Avg. Disposable income	$16,427	$19,612	$22,128

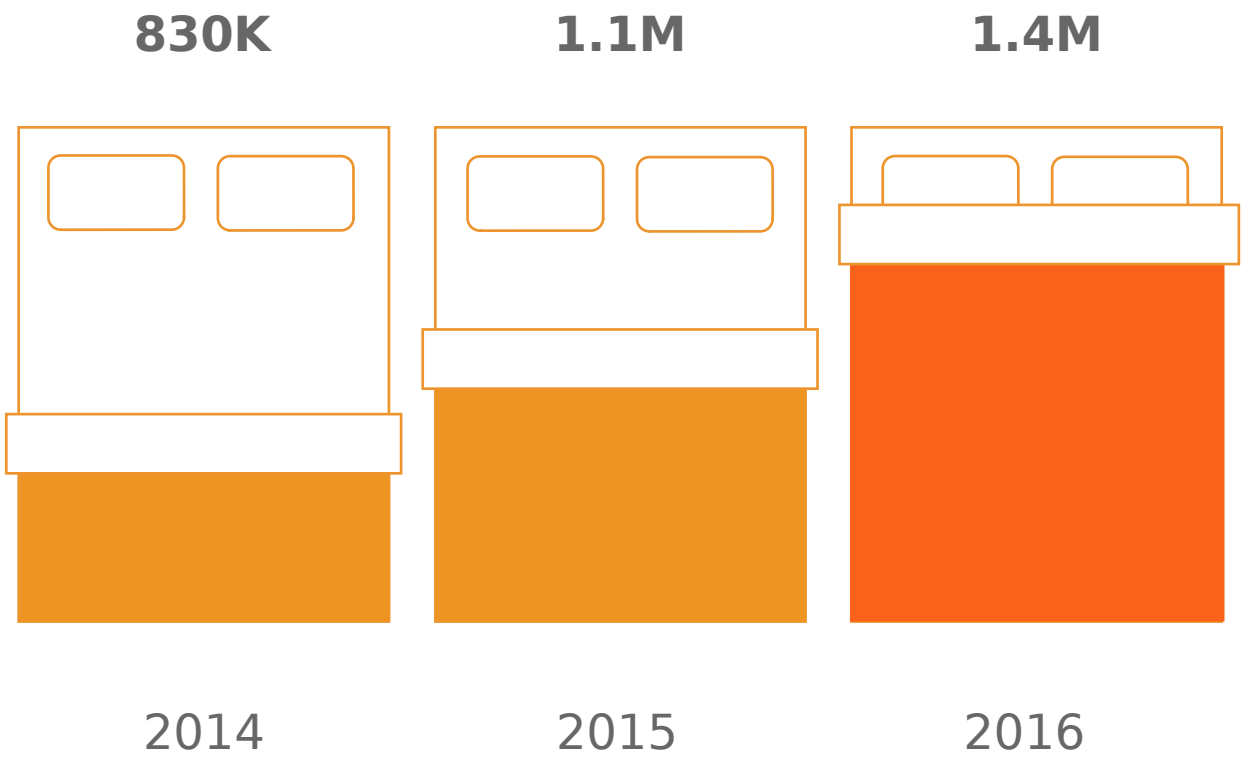
Cool moms
Looking for an original gift for her children.

Airbnb home owners
Wanting to provide a state of the art environment to their customers.

Our channels are optimized



And customers keep coming back



“I searched high and low for the perfect duvet... and finally found it by designing my own at Duvet Business. Beyond satisfied!”

- Satisfied Customer

The Path Forward

We are just getting started

Country Expansion

U.K.
China
Brazil

Product Expansion

Duvets
Accessories
Interior Design

Customer Experience

We will ask you questions to tailor your search

Images from istockphotos.com

Product expansion: providing our customers with…

Duvets

Accessories

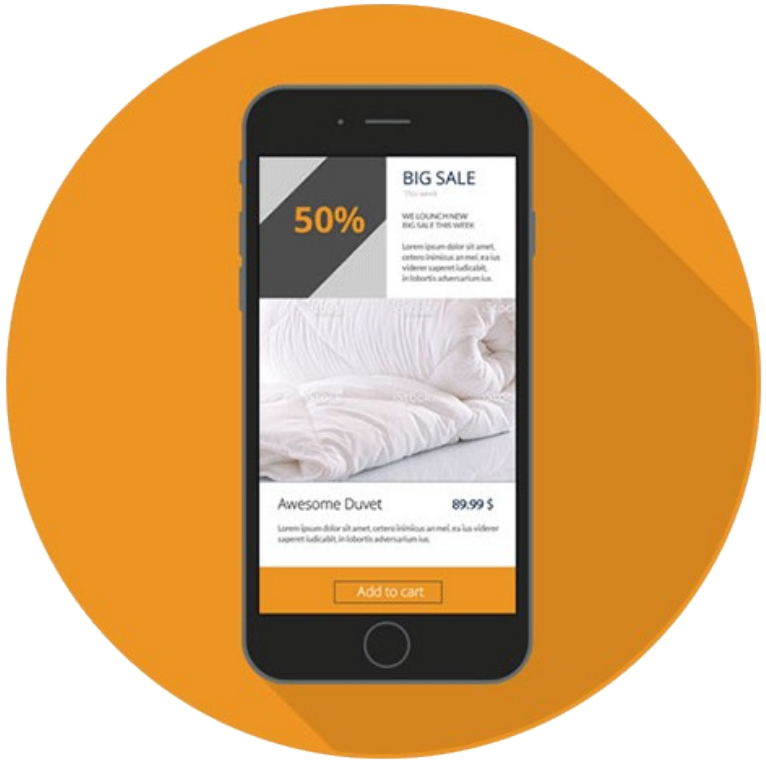
Interior design

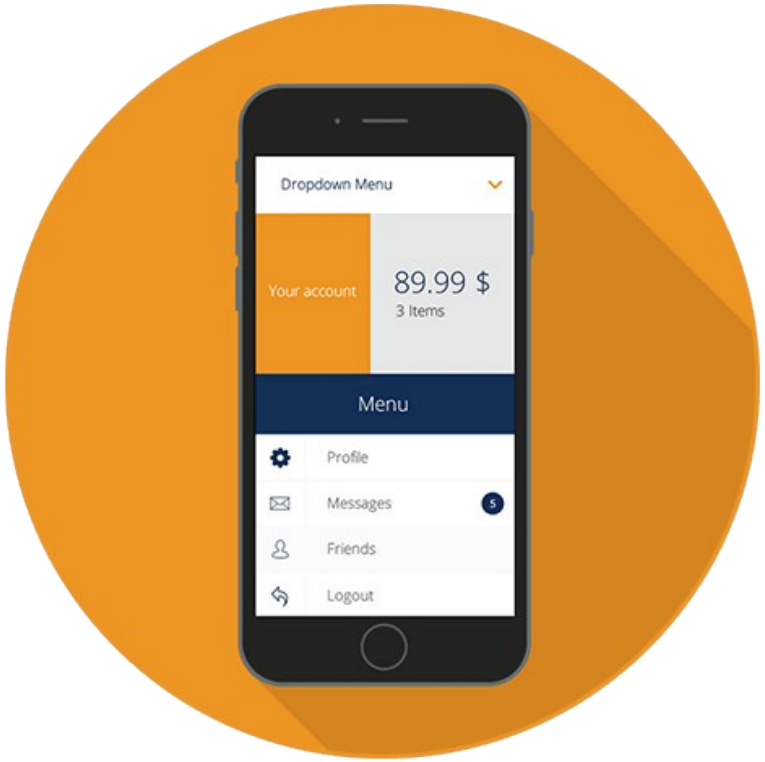
Our business model is scalable:

We let our customers’ imagination run free

Enhancing the customer experience

Differentiated experiences for different people

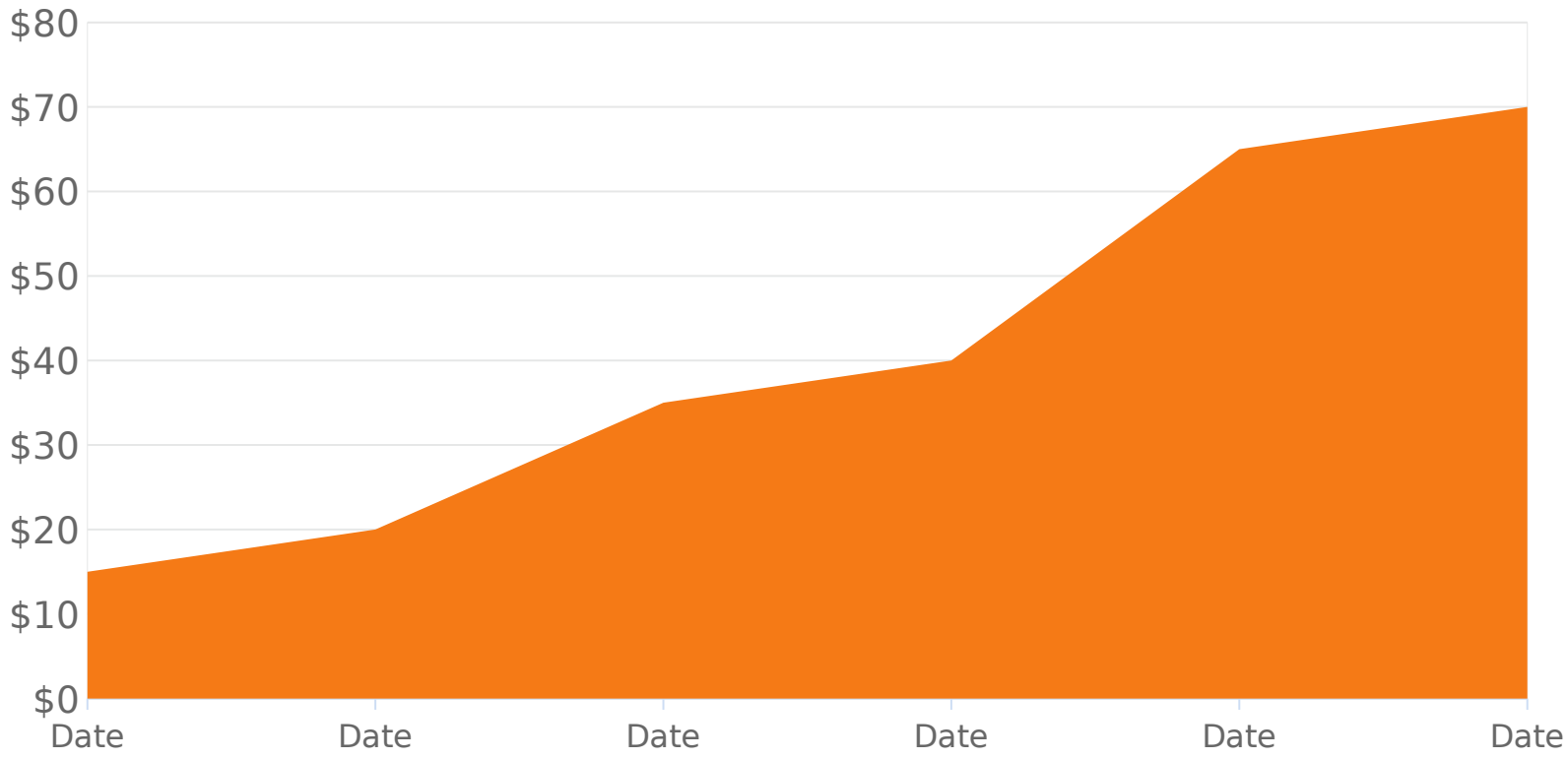




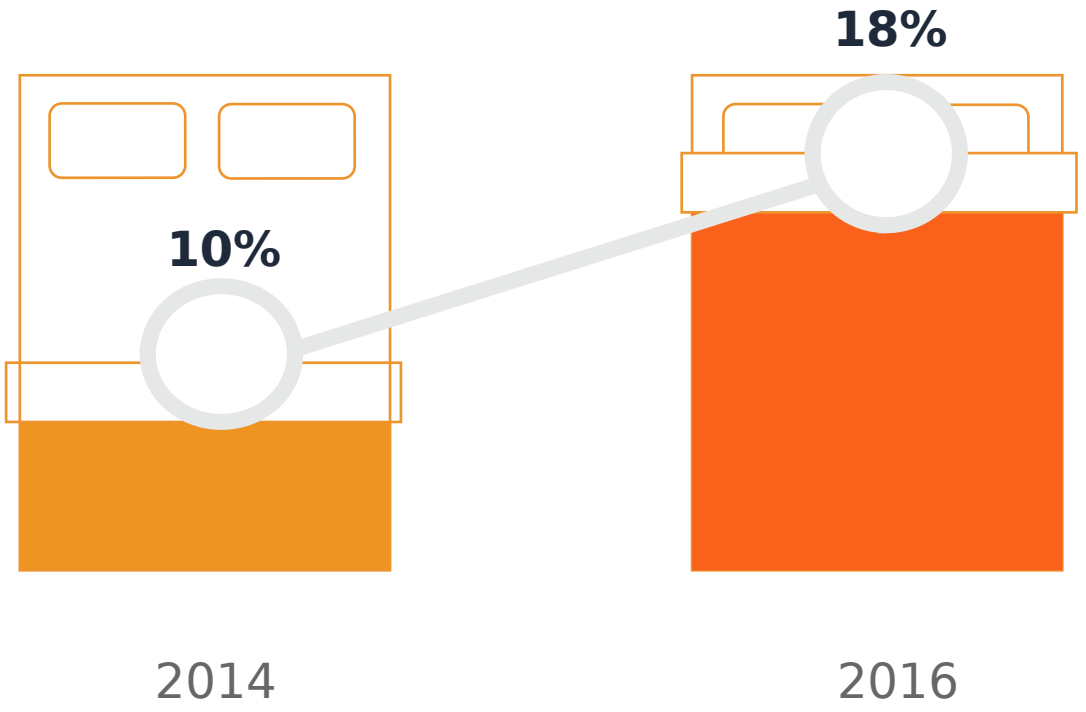
Images and mockups from istockphotos.com and graphberry.com

Our Financials

We are experiencing consistent revenue growth trends



And our EBITDA margins are very healthy



Which ultimately drives long term value creation

	Historical			
	2014	**2015**	**2016**	Long Term Model*
Revenue	100%	100%	100%	100%
Gross Profit	62%	65%	67%	50% - 52%
Marketing	15%	14%	14%	15% - 16%
Product development	20%	21%	22%	15% - 17%
General and Administrative	29%	25%	24%	9% - 11%
Adjusted EBITDA	10%	16%	18%	18% - 21%
EBIT	(2)%	5%	7%	7% - 10%

*Financial model from http://www.corporatefinanceinstitute.com

“I truly feel at home when I enter my room and my duvet reminds me of who I am.”

- Satisfied customer